2: Hockings E-4,5 (1962-1977) 1980
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Film-Going Habits

In the eyes of many Badagas one of the greatest benefits of the bus system is that it permits frequent trips to cinemas in the towns. Most families now see films often, and what they see has a great impact on them. Some of the most popular films are dramatizations of Indian history or of epic stories which reinforce traditional ideas about Hinduism and the nature of the universe. But equally popular are the films about modern life, about social problems like divorce, widow remarriage, 'love' marriages and intercasts marriage; dramas which are presented against a background of affluence that is unfamiliar yet fascinating to the villager. These modern themes extol city life, non-traditional marriage practices and luxury goods such as cameras, watches, radios, mechanical toys and sports cars. The impact of these films is already clear: younger Badagas yearn for watches, motorcycles, and all the other paraphernalia they have come to associate with modern urban life.

Radio

Among the most commonly desired gadgets are transistor radios, which are appreciated partly as a source of light music and partly as a prestige symbol. Only the wealthier Badagas own radios, but every village has at least one set, either owned privately or provided by the government; many teashops also have radios. All-India Radio presents much government propaganda, especially talks directed towards improvement of farming and village co-operatives. These broadcasts—in the Tamil language—are not very much listened to, because the vast majority of village radios are constantly tuned to light music coming from the commercial Radio Ceylon. In a sample of 420 Badaga men and women in 1963, 17% said they never listened, 16% only heard music, 38% heard news as well as music, 14% listened specifically for news broadcasts and only 2% mentioned informative talks as being of interest to them.[14] The higher the incidence of *regular* listening, the higher the popularity of news broadcasts, two variables correlated no doubt with the length of time a village has been electrified.

Newspapers

My survey on the use of the media in 1963 showed that radio is

2: Hockings E-4,5 (1962-1977) 1980
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177 much less effective as a source of news than is the press. It was also found that the farther away from towns respondents live, the less 204 information they get from friends and the more from newspapers: only for items of local news are friends everywhere more effective than newspapers as channels of communication. When a Tamil newspaper reaches a village it commonly circulates and is read aloud to a much larger number of people than one copy could reach in a town. The wide circulation of papers and the presence of well-educated men even in out-of-the-way villages helps explain the unusually high levels of knowledge about the world beyond the Nilgiris that Badagas now command.

NETWORKS OF COMMUNICATION

203 Beside the traditional marriage and exchange networks which supplied Badagas with their basic needs, there have always been social networks through which important information has passed by word of mouth. These have been modified and amplified in the present century and have become linked to some extent with the mass media (on networks, see Hockings, 1977, *passim*).

In Hulla:da, a typical Badaga village, there are now four types of network: intra-village, inter-village, inter-tribal and a new type, village-and-town. Each of these categories can be subdivided according to the following outline.

Intra-Village Networks

208 There were in 1963 several different adult male *loci* for decision 621 making and opinion formation. The most important here, as in nearly every village, were these:

(1) the traditional council, and especially the village headman;
(2) the festival committee;
(3) elders of the four indigenous lineages and of a fifth composite group of more recently settled families;
(4) three middle-aged, influential men;
(5) the local Swatantra Party organizer;
(6) the educated young men.

Two or three of these groupings may operate together in popularizing an idea or solving a problem that faces the village. In a class by